



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser **Pol/E Vogel/R/SSN/PA (17034)**  
Agency/T-Code **Strategic Media Services (1349)/958114894**  
Buyer  
Salesperson  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Product **Political - State Candidate (1071)**  
Brand **POLE VOGEL/R/SEN/PA (139378)**  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments  
National/Political  
2884/06368307

Invoice 640797  
Inv Date 10/28/2012  
Terms Net 30  
Contract 336335  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

**Strategic Media Services**  
**3299 K Street NW**  
**Suite 200**  
**Washington, DC 20007**

AgM

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:33PM

ELDER VOGEL 10/10

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-7A/1</b>						
	Spot	5:59:04AM-Channel	Day,Th-1,F-2	10/11/12 6:28AM (Th)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,Th-1,F-2	10/12/12 6:12AM (Fr)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,Th-1,F-2	10/12/12 6:38AM (Fr)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
2.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-7A/2</b>						
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/15/12 6:12AM (Mo)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/16/12 6:38AM (Tu)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/17/12 6:27AM (We)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/18/12 6:22AM (Th)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/19/12 6:09AM (Fr)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
3.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-7A/3</b>						
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1	10/22/12 6:42AM (Mo)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
	Spot	5:59:04AM-Channel	Day,M-1,Tu-1	10/23/12 6:57AM (Tu)	00:30	Channel 11 News 6am	TVGENEV1201H	\$800.00	
4.0	<b>Contract Line Remarks:</b>		<b>TODAY 7-8A/4</b>						
	Spot	7:00:00AM- 8:00:00	Day,Th-1,F-1	10/11/12 7:30AM (Th)	00:30	Today Show	TVGENEV1201H	\$625.00	
	Spot	7:00:00AM- 8:00:00	Day,Th-1,F-1	10/12/12 7:59AM (Fr)	00:30	Today Show	TVGENEV1201H	\$625.00	
5.0	<b>Contract Line Remarks:</b>		<b>TODAY 7-8A/5</b>						
	Spot	7:00:00AM- 8:00:00	Per week (2),Mo,Tu,We,Th,Fr	10/16/12 7:29AM (Tu)	00:30	Today Show	TVGENEV1201H	\$625.00	
	Spot	7:00:00AM- 8:00:00	Per week (2),Mo,Tu,We,Th,Fr	10/19/12 8:00AM (Fr)	00:30	Today Show	TVGENEV1201H	\$625.00	
6.0	<b>Contract Line Remarks:</b>		<b>TODAY 7-8A/6</b>						
	Spot	7:00:00AM- 8:00:00	Per week (1),Mo,Tu	10/23/12 7:23AM (Tu)	00:30	Today Show	TVGENEV1201H	\$625.00	
7.0	<b>Contract Line Remarks:</b>		<b>NEWS 8-1030A/7</b>						
	Spot	8:00:00AM-10:30:00	Day,Sa-1	10/13/12 10:12AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENEV1201H	\$275.00	
	Spot	8:00:00AM-10:30:00	Day,Sa-1	10/20/12 9:42AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENEV1201H	\$275.00	
8.0	<b>Contract Line Remarks:</b>		<b>SUN NEWS 8A-10A/8</b>						
	Spot	8:00:00AM-10:00:00	Day,Su-1	10/14/12 9:10AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENEV1201H	\$275.00	
	Spot	8:00:00AM-10:00:00	Day,Su-1	10/21/12 9:27AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENEV1201H	\$275.00	
9.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-630P/9</b>						
	Spot	5:58:34PM-Channel	Day,Th-1,F-2	10/11/12 6:10PM (Th)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,Th-1,F-2	10/12/12 6:10PM (Fr)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,Th-1,F-2	10/12/12 6:30PM (Fr)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
10.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-630P/10</b>						
	Spot	5:58:34PM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/15/12 6:23PM (Mo)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/16/12 6:23PM (Tu)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/17/12 6:10PM (We)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/18/12 6:29PM (Th)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
	Spot	5:58:34PM-Channel	Day,M-1,Tu-1,W-1,Th-1,F-1	10/19/12 6:22PM (Fr)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	
11.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-630P/11</b>						
	Spot	5:58:34PM-Channel	Per week (1),Mo,Tu	10/22/12 6:10PM (Mo)	00:30	Channel 11 News At 6pm M-F	TVGENEV1201H	\$775.00	



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12.0	Preempt			10/13/12			1 preempt @ \$625.00	\$0.00	No Avail
13.0	Contract Line Remarks:	<b>NEWS 6-630P/13</b>							
	Spot	6:00:04PM-Channel	Day,Su-1	10/14/12 6:22PM (Su)	00:30	CHANNEL 11 NEWS	TVGENEV1201H	\$675.00	
14.0	Contract Line Remarks:	<b>LATE NEWS/14</b>							
	Spot	10:59:34PM-Channel	Day,Th-1,F-2	10/11/12 11:13PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
	Spot	10:59:34PM-Channel	Day,Th-1,F-2	10/12/12 11:12PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
	Spot	10:59:34PM-Channel	Day,Th-1,F-2	10/12/12 11:34PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
15.0	Contract Line Remarks:	<b>LATE NEWS/15</b>							
	Spot	10:59:34PM-Channel	Per week (4),Mo,Tu,We,Th,Fr	10/16/12 11:31PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
	Spot	10:59:34PM-Channel	Per week (4),Mo,Tu,We,Th,Fr	10/17/12 11:34PM (We)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
	Spot	10:59:34PM-Channel	Per week (4),Mo,Tu,We,Th,Fr	10/18/12 11:30PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
	Spot	10:59:34PM-Channel	Per week (4),Mo,Tu,We,Th,Fr	10/19/12 11:33PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
16.0	Contract Line Remarks:	<b>LATE NEWS/16</b>							
	Spot	10:59:34PM-Channel	Per week (1),Mo,Tu	10/22/12 11:32PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	TVGENEV1201H	\$1350.00	
17.0	Contract Line Remarks:	<b>NEWS FL W FB 1130-1235A/17</b>							
	Spot	11:30:04PM-Channel	Day,Su-1	10/14/12 12:17AM (Su)	00:30	Channel 11 News Following Football 1130P	TVGENEV1201H	\$1700.00	
18.0	Contract Line Remarks:	<b>BLK&amp;GOLD 6-7P/18</b>							
	Sports- Lo	6:00:04PM-Black & Gold	Day,Su-1	10/21/12 6:54PM (Su)	00:30	Black & Gold Countdown to Kickoff	TVGENEV1201H	\$1500.00	
19.0	Preempt			10/21/12			1 preempt @ \$675.00	\$0.00	Pre-empt
20.0	Preempt			10/21/12			1 preempt @ \$1700.00	\$0.00	Pre-empt
21.0	Contract Line Remarks:	<b>BETTIS 7-730P/19</b>							
	Spot	7:00:04PM-Jerome Bettis	Day,Sa-1	10/20/12 7:13PM (Sa)	00:30	Jerome Bettis 7-730P	TVGENEV1201H	\$675.00	M/G For 19.0.1
22.0	Contract Line Remarks:	<b>NEWS 5A-530A/20</b>							
	Spot	4:58:04AM-Channel	Per week (1),Mo,Tu	10/22/12 5:28AM (Mo)	00:30	Channel 11 News 5am	TVGENEV1201H	\$400.00	
23.0	Contract Line Remarks:	<b>EARLY 4A-430A/21</b>							
	Spot	4:00:00AM-Early Today	Day,M-1	10/22/12 4:28AM (Mo)	00:30	Early Today	TVGENEV1201H	\$100.00	
24.0	Contract Line Remarks:	<b>NEWS 430A-5A/22</b>							
	Spot	4:28:04AM-Channel	Per week (1),Mo,Tu	10/23/12 4:56AM (Tu)	00:30	Channel 11 News 430A	TVGENEV1201H	\$175.00	
25.0	Contract Line Remarks:	<b>NEWS 530A-6A/23</b>							
	Spot	5:29:04AM-Channel	Per week (3),Mo,Tu	10/23/12 5:37AM (Tu)	00:30	Channel 11 News 530am	TVGENEV1201H	\$550.00	
	Spot	5:29:04AM-Channel	Per week (3),Mo,Tu	10/23/12 5:54AM (Tu)	00:30	Channel 11 News 530am	TVGENEV1201H	\$550.00	
25.0	Spot			10/23/12			1 preempt @ \$550.00	\$0.00	(Manager's) Pre-empt

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$36,325.00	Total Spots	45
Commission	(\$5,448.75)		
Net Total	\$30,876.25		